

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:) Group Art Unit: 3714
GOLDBERG et al.)
Application No. 09/502,285) Examiner: MOSSER, Robert E.
Filed: February 11, 2000) Confirmation No. 4950
Atty. Docket No.: 3367-2-2)
For: NETWORKED SYSTEM FOR) **REPLY TO THE EXAMINER'S**
PRESENTING ADVERTISING) **INTERVIEW SUMMARY FOR**
Commissioner for Patents) **THE EXAMINER'S INTERVIEW**
P.O. Box 1450) **OF AUGUST 5, 2008**
Alexandria, VA 22313-1450)
Atty. Docket No.: 3367-2-2)
For: NETWORKED SYSTEM FOR) *Filed Electronically*
PRESENTING ADVERTISING)

Sir/Madam:

Applicant's representative appreciates the Examiner's assistance in the present application. In particular, Applicant's representative appreciates the Examiner's consideration of the examples of claim support provided for the claim amendments of the Rule 312 transmittal that was filed May 5, 2008.

Regarding the new claims that the Examiner did not enter from the Rule 312 transmittal, it is noted that the Examiner did not state the subject matter thereof was not patentable, but instead stated that:

“these amendments would require greater consideration with regard to issues of altered claim scope and potential new matter and are inappropriate for entry at this time.”

Moreover, Applicant's representative has not disclaimed the subject matter of the new claims that were not entered. In particular, for such new claims where specification support was not provided to the Examiner, such lack of support was due to time constraints provided by the Examiner. Accordingly, Applicant's representative provided as much support for the new claims as time permitted, e.g., less than three days.

Furthermore, it is believed that all allowed claims are patentable over all prior art, and such claims comply with all 35 U.S.C. §112 requirements. In particular, such claims are novel, and non-obvious to a person of ordinary skill in the art at the time the invention was made.

If the Examiner disagrees with any statement made herein, Applicant's representative respectfully request that the Examiner contact the undersigned to discuss any issues relating thereto.

Respectfully submitted,

SHERIDAN ROSS P.C.

Date: August 20, 2008

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